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1957

PRICE LIST OF

F. W. ROCHELLE & SONS'
VEGETABLE PLANTS

FFB 19 1920

Early and Late Cold Frame, Potted, Field Grown and Re-rooted Cabbage, Cauliflower, Tomato, Celery and Egg Plants.

IMPROVED PAPER POTS AND DIRT BANDS

OUR SPECIALTIES

Our great specialties are field grown and re-rooted Cabbage, Snowball Cauliflower, Tomato and Celery plants.

We grow them by the million.

We raise our Cabbage and Cauliflower plants every year on new ground.

We have 20 acres of new ground this year.

Our plants are raised from the best seed, sown thin in rows and hoed like onions.

They are given an average of more than 4 square inches of space each over the whole field. Extra stocky. Dug with forks (not pulled), so that each plant has a good big root system. Shipped carefully packed in damp moss.

We ship to all states east of the Mississippi River.

Those who received our plants last year will know the quality of the plants we ship.

They were allowed an average of more than 4 square inches of space each over the whole field.

They were as good plants as we ever shipped and as good plants as we ever saw grown.

We expect to ship as good plants this year and will sell them, if anyone wants to buy them that way, by the square foot, figuring an average of 5 square inches for each plant.

We sent back a good many hundreds of dollars last year because we could not fill the orders, but we shall try this year to have enough plants for all orders.

PARCELS POST, OR EXPRESS

We will ship plants either by Parcels Post or Express, as ordered.

Parcels Post packages of 70 lbs. each may be sent to Post Offices in the 1st and 2nd zones, and of 50 lbs. each to all other zones—thus making the Parcels Post service much like the Express service but generally much quicker.

Perhaps two-thirds of our customers for plants live within the first and second zones.

Small orders go to these two zones cheaper by Parcels Post than by express.

Larger orders go at about the same as by express.

We can send postage "collect" same as express "collect."

The first and second zones from Chester include all of New Jersey, all of Delaware, all of Connecticut (except the northeast corner), two-thirds of the Post Offices of Penn., more than half of the offices of New York State, a considerable portion of those in Mass., R. I. and Md., and some in Vermont and Virginia.

EARLY CABBAGE PLANTS (outdoor grown)

500,000 Early Jersey Wakefield, Charleston Wakefield, Early Summer, All Head Early, and Succession (Dug with forks, not pulled), \$2.00 per 1000; 500, \$1.25. Ready about May 1st.

POTTED TOMATO AND EGG PLANTS

We make a specialty of Potted Tomato and Egg Plants, grown and shipped in our Square Double Bottom Paper Pots.

They have very fine root systems, and will ripen their fruit 2 or 3 weeks earlier than transplanted plants and be sure to live in any weather.

There is no chance of failure with these plants.

They are sure to do well.

We have a greenhouse full of them.

Try 100 or more of them.

Earliana, Bonny Best, Chalk's Jewel, John Baer, Matchless and Stone Tomatoes and N. Y. Improved Egg Plants. \$2.50 per 100; \$24.00 per 1000. 50, \$1.50.

Ready from May 1st to July 15th.

FIELD GROWN TOMATO PLANTS

500,000 Earliana, Bonny Best, Chalk's Jewel, John Baer, Matchless and Stone (dug with forks), \$2.25 per 1,000; 500 \$1.50. Ready about May 15th to July 1st.

SNOWBALL CAULIFLOWER PLANTS

We make a great specialty of Snowball Cauliflower Plants. We sow seed about April 1st in the open ground and about

every five days up to July 15th, so as to have a stock of plants on hand all the time after about May 25th to Sept. 1st.

We have a large trade in Snowball Cauliflower.

We can ship almost any quantity at any time during the Spring and Summer.

\$4.00 per 1,000; 500, \$2.25. (Dug with forks.)

Re-rooted Snowball Cauliflower \$5.00 per 1,000; 500, \$2.75; 300, \$2.00; 200, \$1.50; 100, 90c.

LATER CABBAGE PLANTS

2,000,000 Later Cabbage Plants. Raised on new ground. Sown thin in rows. Hoed like onions. Dug with forks. Ready about June 5th to Oct. 1st.

All Head Early, Succession, Surehead, Early Flat Dutch, Late Flat Dutch, Copenhagen Market, Early Summer, Early Jersey Wakefield. \$1.50 per 1,000; 500, \$1.00.

Re-rooted Cabbage plants (mass of fine new roots grown on them.) All varieties \$1.80 per 1,000; 500, \$1.10; 300, 80c, 200, 65c.

Our "No. 5" strain of Danish Ballhead. (We tested for seven years strains of Danish seed from many sources, and we grow all our Danish plants from the strain that has yielded the most tons of cabbage per acre—26 tons. See account of tests of Danish seed in this circular.)

\$2.00 per 1,000; 500, \$1.25.

Re-rooted "No. 5" Danish Ballhead, \$2.50 per 1,000; 500, \$1.50.

CELERY PLANTS

CELERY PLANTS—Ready about July 1st to September 1st, 1,000,000 plants raised by heavy fertilization, in rows 12 inches apart, and given clean cultivation. Strong, stocky plants. None but good, strong plants with heavy roots sent out. The plants are dug with forks so that each plant has a good, big root system. They are worth more than the price asked. Some cheap things are good, but cheap celery plants are not satisfactory. Send a trial order for 500 or 1,000 of these plants. White Plume, Winter Queen, Giant Pascal, and Golden Heart. \$2.50 per 1,000; 500, \$1.50. French Golden Self Bleaching, (French Seed) \$3.00 per 1,000.

RE-ROOTED CELERY PLANTS—We especially recommend these. Each plant has a mass of fine new roots. They live better, start quicker, and produce larger celery. Ready about July 10th. \$3.00 per 1,000; 500, \$2.00; 300, \$1.50; 200, \$1.25; 100, 70c. French Golden Self Bleaching, \$4.00 per 1,000; 500, \$2.25.

NOTE—It was proved by the Maryland Experiment Station several years ago that Golden Self Bleaching from French seed does not become hollow stalked.

We have bought the originator's strain of French grown Golden Self Bleaching Celery seed for many years and have never seen or heard of a hollow stalk from the strain.

We pay a high price for the seed so have to ask a little more per 1,000 for the plants than if raised from cheap strains.

DANISH SEED TESTS

In 1907 in order to test different strains of Danish Ballhead Cabbage Seed we bought from seven of the largest seed houses, some of their Danish Ballhead Seed, sowed the different lots the same day and set three rows of plants from each lot of seed across the middle of a three-acre field of Danish Cabbage. In order to make sure that each lot had the same chance we drilled the fertilizer in the whole field with a grain drill and harrowed the whole field four times afterward. We set the plants the same day and cultivated all alike. The seven lots had the same chance in every way and if there was any difference in the yield, it would have to come from the difference of the strain of seed. In the fall we cut the cabbage from each lot separately, drove to the town scales with each load and had it weighed, with the following results, which were reported in the Rural New Yorker, of March 7th, 1908.

No. 1—Heads averaged 5.88 lbs. each, (14 tons 495 lbs. per acre)				
No. 2—	"	5.46	"	(13 tons 440 "
No. 3—	"	5.48	"	(13 tons 521 "
No. 4—	"	5.38	"	(13 tons 39 "

No. 5	"	6.46	"	(15 tons 1246)	"
No. 6	"	5.00	"	(12 tons 200)	"
No. 7	"	4.44	"	(10 tons 1486)	"

The cabbage on Nos. 2, 3 and 4 was much alike and the heads averaged about the same on each load. Though we bought the three lots of seed from different seed houses, it looked as if it might have come from the same seed grower in Denmark.

No. 1 was different and much better. No. 6 was decidedly poorer. No. 7 was very poor cabbage, but No. 5 looked as if it was a full crop and the largest and best Danish Cabbage that we had seen grown.

If No. 5 was good seed and gave a full crop of good cabbage then No. 1 seed with the same cultivation gave only 91 per cent of a crop. Nos. 2, 3 and 4 only 84 per cent. of a crop; No. 6 only 77 per cent. of a crop and No. 7 only 68 per cent. of a crop.

In traveling through the cabbage districts of Central and Western New York we have seen the seed that we had marked No. 6 sold nearly altogether. In 1908, 1909 and 1910 we used the No. 5 seed for our own field of Danish Cabbage and tested a number of other strains with it, but we have not found any yet to produce as many tons per acre. In 1910 the yield was 17 tons per acre. In 1911 the yield was again 17 tons per acre. In 1912 the yield was 26 tons per acre. In 1913, 22 tons.

Since 1913 our plant business has occupied our entire time in Spring, Summer and Fall and we have not been able to grow cabbage for market.

THE YEAR AFTER we made AND PUBLISHED our trials of strains of Danish Ballhead Cabbage Seed, as quoted in this circular, the Pennsylvania State Agriculture Experiment Station began extensive trial of strains of cabbage seed. In their trials of strains of Early Jersey Wakefield Cabbage the total weights of cabbages from 50 PLANTS of each strain in 1909 ran as follows: 69 lbs., 40, 81, 19, 69, 76, 66, 72, 70, 81. It will be seen that a man must know from whom he buys his plants or seeds. If he buys from the firm whose strains produce 40, 22, or 46 lbs. per 50 plants his labor and expense for the season is lost.

Three out of thirteen seed firms sold strains of seed that were worse than useless and some plant growers buy this cheap seed.

All our Danish plants for sale are raised from No. 5 seed. We have built up our large plant business by not only furnishing good plants, but growing plants from good strains of seed.

It takes several years to test the different strains and pick out the good ones. It costs money to make these tests and it costs more money to buy the best strains of seeds. A little higher price must be asked for the plants, but they are worth it.

\$466.82 FROM 1,000 TOMATO PLANTS

Last year from 1,000 Earliana plants we sold 578 5-6 16-quart peach baskets of Early Tomatoes for \$466.82.

They were very strong plants when set out.

The time of ripening and sales were as follows:

Date of Picking.	No. of Baskets	Amt. Received
July 27	1 5-6 Baskets	\$ 2.75
July 28	3 "	4.50
July 30	2 "	3.00
July 31	6 "	8.75
Aug. 1	5 "	7.00
Aug. 3	21 "	30.35
Aug. 4	5 "	6.20
Aug. 6	34 "	38.00
Aug. 8	24 "	34.00
Aug. 10	26 "	32.37
Aug. 13	32 "	26.20
Aug. 14	2 "	1.75
Aug. 15	25 "	20.35
Aug. 16	23 "	18.40
Aug. 17	49 "	36.90
Aug. 20	28 "	18.30
Aug. 21	32 "	21.30
Aug. 22	24 "	15.70
Aug. 24	46 "	29.75
Aug. 27	50 "	32.50
Aug. 29	22 "	13.25
Aug. 31	41 "	22.60
Sept. 3	38 "	22.00
Sept. 5	20 "	10.00
Sept. 7	10 "	6.00
Sept. 10	8 "	4.80

577 5-6

\$466.82

RE-ROOTED PLANTS

We set from 15,000 to 40,000 Danish Cabbage plants per season for many years and large numbers of celery plants.

For several seasons we have set no plants but re-rooted ones, and though we set through the driest weather, we seldom lose any plants.

After we plow down a good clover or other sod, harrow the ground several times until it is time to set the plants, cross plow, drill in 1,200 or 1,400 pounds of high-grade fertilizer per acre, and harrow 4 or 5 times until the entire seed bed is as mellow as it can be made, we cannot afford to set any but the best plants so that we may have a full stand.

After we have set the plants we expect to cultivate 6 or 8 times, hoe 2 or 3 times and spray if necessary, and the expense is too great to use any but the best plants.

We have harvested 26 tons of cabbage per acre and sold \$466.82 worth of tomatoes from 1,000 plants. We have sold \$645 worth of celery from three-fourths of an acre.

Below are the conditions necessary to get the largest yield:

1. Use a good strong soil.
2. Plow down a good heavy sod, and cross plow, or use plenty of stable manure, or both.
3. Use plenty of high-grade fertilizer to feed the crop.
4. Prepare the seed bed perfectly by plowing well and harrowing until very fine.
5. Use plants from a good strain of seed.
6. Use re-rooted plants to get a perfect stand of strong plants.

7. Hoe and cultivate to keep the soil in fine condition.

8. Spray to head off the enemies that may attack the crop.

Use all these means and success is certain.

We set no cabbage or celery plants but re-rooted ones and no tomato plants but re-rooted or potted ones.

Use the best plants and give them the best chance in order to make the biggest profit.

We originated re-rooted plants and our trade in them has grown so in the past 12 years that about two-thirds of all our orders are for re-rooted plants.

We have omitted the Testimonials as we did last year.

We have grown and shipped Vegetable Plants for 21 years and are known to a large proportion of Vegetable growers in the Eastern part of the United States.

We believe we ship a better grade of plants than almost any grower in the United States.

They are good all through.

We buy the best strains of Seed, raise our Cabbage and Cauliflower plants each year on new ground so that they may be strong and healthy all through, sow the seed thin in rows and hoe and weed them like onions.

We dig them with forks to keep the fine roots, pack them carefully in damp moss and deliver them to the Post or Express office promptly.

We try to raise plants that will produce a big crop with no failures.

We have had 21 years' experience in trying them ourselves and raise about as big crops with our own plants as can be produced.

We have twenty acres of new ground this year and expect to have the best plants that can be grown and plenty of them.

We have had an expert packer making ventilated crates all the Fall and with the 21 years experience, shipping perhaps 50 million plants, we think we should get every shipment to you in the best of order.

Our method of packing was originated by ourselves, is the best known and has been widely copied.

NON-WARRANTY

While we endeavor to have all plants true to name, carefully packed and promptly shipped, in common with all seed and plant growers, we give no warranty, expressed or implied, as to description, quality, productiveness or of any other matter, of any of the plants we send out, and will not in any way be responsible for the crop.

We do not guarantee safe delivery, but if plants are sent by Parcels Post, we believe that that is almost a guarantee of safe delivery.

There is little chance of delay.

All orders accepted subject to plants being sold.

Every order received will be accepted upon these conditions only, and they must be accepted by the customer when ordering.

No business done on Sunday.

**F. W. ROCHELLE & SONS
CHESTER, NEW JERSEY**